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## [Game Boy Advance SP](#)

### *Pink version launches in the States on March 27th*

Girl gamers and spring fashion fans get their wish on March 27 when Nintendo introduces the latest color in the Game Boy Advance SP palette: Pearl Pink. It's the latest in a line of pink high-tech products designed specifically to cater to the tastes of girls and the people who shop for them. The Pearl Pink version features the recently upgraded screen that displays games in brilliant colors. Girl gamers represent a growing demographic. According to a survey by the Entertainment Software Association, 43 percent of video game players are female, while women over the age of 18 represent a greater portion of the game playing population (28 percent) than boys from ages 6 to 17 (21 percent). In addition, a February 2006 survey by Zanthus shows that nearly a quarter (24 percent) of Game Boy Advance SP owners are females. [The Game Boy](#) line remains the best-selling franchise in the video game industry, with more than 188 million hardware units sold worldwide. Game Boy Advance owners enjoy a vast library of nearly 850 games of every kind.